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Increasing sales is topic of UM continuing education workshop

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University of Montana

Office of University Relations • Missoula, Montana 59812 • (406) 243-2522

MEDIA RELEASE

Sept. 4, 1986

INCREASING SALES IS TOPIC OF UM CONTINUING EDUCATION WORKSHOP

Missoula --

If you've ever had a customer turn and walk out the door just as you were winding up to deliver your best sales pitch of the year, you may want to know about a two-part workshop titled "Increasing Sales - Practical Training to Sharpen Sales Skills," scheduled for various locations throughout the state in September and October.

The workshop will be conducted by Lee Morrison, owner and operator of Magic at Southgate Mall in Missoula and previous recipient of the "Outstanding Woman of the Year" designation by the Missoula Business and Professional Women. Morrison is also a founding member of the Missoula Businesswomen's Network and continues to upgrade her own sales and business training.

Topics for the workshop, which is geared toward retail sales, include cultivating a winning attitude, setting realistic goals, approaching the customer, preparing the sales message, overcoming objections and closing the sale.

The workshops are sponsored by the University of Montana's Center for Continuing Education in conjunction with the Small Business Administration, SCORE, and the Chambers of Commerce in Kalispell and Great Falls.

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The schedule is as follows:

| | | |
|-------------|-------------------|-----------------------|
| Missoula | Sept. 16 & 23 | UM's Del Brown Room |
| Kalispell | Sept. 18 & 25 | Cavanaugh's Motor Inn |
| Great Falls | Sept. 30 & Oct. 7 | Sheraton Great Falls |
| Helena | Oct. 1 & 8 | Coach House Inn |

All workshops will be held from 1:00 to 4:30 p.m. The cost is \$95 and advance registration is required. To register contact the Center for Continuing Education, 125 Main Hall, University of Montana, Missoula, MT. 59812, or call 243-4623 or 243-2900.

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